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**Abstract of the Disclosure**

A telecommunications advertising means is disclosed. The telecommunication advertising means includes an advertisement database coupled to a processing means. The advertisement database stores subscriber specific or third party advertisements that are selectively associated with communications in a telecommunications network. The selective association is carried out by the processing means. In one embodiment, a router is coupled to the advertisement database. The router routes communications from source to destination within the telecommunications network. The router also routes advertisements that have been associated with the communications to the sources and destinations of the communications. A telecommunications system is also disclosed. The telecommunications system comprises a network subsystem, which includes a telecommunications advertising means. The telecommunications advertising means comprises an advertisement database and a processing means.

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